

Conference Competition Proposal

“Innovations in Agriculture: Scaling Up to Reach Millions” Sept. 25-27, 2018

A. Rationale and Plans for Conference

Many technologies and innovations have been developed or identified to improve agriculture in the developing world, but their contributions remain limited. The obstacle lies in successfully scaling them up to be truly impactful and sustainable. Unless we address this issue, we will not meet the needs of large populations for food security, better nutrition, and livelihoods. A high-level conference on scale up of agriculture technologies is being organized at Purdue University to help address this issue, bringing together people and groups who grasp the problem and recognize the opportunities.

Conference Title: “Innovations in Agriculture: Scaling Up to Reach Millions”

Date: Sept. 25-27, 2018

Location: Purdue University, West Lafayette, IN, USA

Keynote Speaker: Dr. Akinwumi Adesina, President of the African Development Bank, 2017 World Food Prize Laureate, and Purdue alumnus

Partner Organization: African Development Bank (AfDB)

Organizers: Purdue University faculty and staff, with alumna Dr. Carolyn Woo

Conference Website: <https://ag.purdue.edu/scaleup/Pages/default.aspx>

B. Nature and Purpose of Conference

The scale up conference will focus on effective approaches to scaling up agricultural technologies and innovations in the developing world. It will bring together individuals and organizations engaged in the introduction, diffusion, and adoption of agricultural innovations to reach millions. The conference will enhance attendee understanding of large-scale implementation and how to make it successful. The conference will gather approximately 200-

250 participants from the following groups: researchers, implementing organizations, businesses, governments, policymakers, and donors. To design a valuable conference, detailed goals for the conference and identified specific value propositions for each group of attendees have been developed (see website for goals and value propositions).

C. Interviews Done to Inform Conference Plans

Before developing plans for the conference, lead conference organizers (see Sect. J) interviewed 10 experts on scaling of agriculture technologies. Individuals interviewed were from the following groups: USAID, Bridgespan, Catholic Relief Services, Gates Foundation, Omidyar, and private consulting groups. Interviewees were provided with initial plans for the conference and a draft program. Without exception, interviewees encouraged conference organizers to proceed with the planned conference, since to this point only small workshops for researchers on scale up have been done by USAID. There has been no conference on the topic bringing together people from all the relevant groups. Also, as described in Sect. H, Purdue is likely the only university with the credibility and a track record of successful scaling up of agricultural innovations to host this conference.

D. Draft Program

Sept. 25: Opening session with keynote speaker(s) then networking session and dinner

Sept. 26-27: Six major sessions, each of about 2 hr. (with speakers, panels, breakout sessions, case studies, etc.; also with multiple networking opportunities)

Sessions: 1) Planning with Scale in Mind, 2) Assessing Scalability, 3) Laying the Foundation for Successful Scaling & Supporting the Scaling Process, 4) Market Success & Access to Finance, 5) Effectively Engaging and Leveraging Partners (focus on global and local companies, extension, government), 6) Examples of Success and Failures; Lessons Learned; (follow last session with Wrap Up Session; intent described in Sect. I)

Sept. 27 (late afternoon): Technology Assessment by Experts (select potential technologies for scale up, provided by participants, to be publically assessed by a panel of experts); Posters of possible technologies/innovations and approaches to scale up will be displayed in the break room throughout conference

Sept. 28: Optional programs and tours, especially for participants from Africa

E. Speakers, Panel Members, and Facilitators of Breakout Sessions

Given the keynote speaker and the partner organization, along with Purdue’s reputation, we expect success in attracting top-quality speakers, panel members, and facilitators for breakout sessions. Purdue conference organizers and Official Conference Advisors (Sect. J) developed a list of approximately 40 persons who are being invited for these roles, representing the following organizations (already have commitments from those highlighted in yellow): ABT Associates, African Development Bank, AGRA, Ascension Investment Management, Babban Gona, Brookings Institution, Cargill, Catholic Relief Services, Chicago Council on Global Affairs, CGIAR Centers (CIMMYT, IITA), FHI 360, Fintrac, FAO, Gates Foundation, Harvest Plus, Intl. Fund for Agricultural Development, Intl. Food Policy Research Inst., Land O’Lakes, Management Systems Int’l, McCormick Co., Michigan State Univ., Monsanto, N2Africa, One Acre Fund, Rockefeller Foundation, Sahel Capital, Syngenta Foundation, TechnoServe, United Nations Development Program, USAID, World Bank, and private consultants.

F. Extramural Sponsors

The major sponsor/partner organization for the conference is the African Development Bank, which will provide the following: 1) staff to serve on Planning Committee, 2) full support publication of “Scale Up Playbook” (described below), and 3) support participation of 30 persons from Africa (10 technology dissemination specialists from National Agricultural

Research and Extension Systems; 20 young agricultural entrepreneurs from AfDB's ENABLE Youth support programs). Numerous other organizations have recently been contacted about sponsoring the conference at either the Gold (\$20K) or Silver (\$10K) level: AB-InBev, ADM, Cargill, Chicago Council, Coca Cola, Dannon, Diageo, Dow DuPont, Gates Foundation, General Mills, Hershey's, John Deere Foundation, Land O'Lakes, Mars Inc., McCormick & Co., Monsanto, Nestle, Olam, Rockefeller Foundation, Starbucks, Walmart. In addition, two professional organization have agreed through letters of support to be linked to the conference: 1) ASABE (Amer. Society of Agric. & Biol. Engineers), and 2) IFT (Institute of Food Tech.).

G. Invitees and Organizations They Represented

The conference invitees include specific individuals from all the organizations mentioned in Sections E and F, plus the following: Accenture Development Partnerships, ACDI/VOCA, Aga Khan Foundation, Agriculture Tech. Project, Assoc. for Strengthening Agric. Res. in Eastern and Central Africa, AVRCD, BRAC, Bridgespan, British Consulate, Calvert Impact Capital, Chemonics, CAI, Deloitte Development, DFID, Engility Corp., Ford Foundation, Global Good, Global Harvest Initiative, Grow Africa, Heifer International, Heron Foundation, IDE, Intellectual Ventures, McArthur Foundation, McKinsey & Co, Omidyar Network, Rabbonank, Sustainable Harvest, Tetra Tech, Winrock Intl. Universities with invitees include the following: Cornell, Iowa State, Kansas State, Michigan State, Ohio State, Rutgers, Texas A&M, UC Davis, Greenwich (UK), Illinois, Minnesota, Nebraska, Wageningen, Washington State.

At Purdue, the Assoc. Dean in each college responsible for research and/or international programs, along with the Exec. Director of Discovery Park, will be asked to select 2-6 persons from their unit (number to be based on total level of interest in unit) to attend the conference at a cost of \$50/person (attend all activities except meals) (actual cost is \$80-100/person to cover

registration costs other than meals). We expect to allocate an additional 25 attendee slots to address extra interest by some units. Interested graduate students will go through a selection process, then can participate while being conference assistants.

H. Why at Purdue University, Value to Purdue, & Enhancing Purdue's Reputation

Purdue University's College of Agriculture is in a unique position to host this conference, given its 60 plus years of experience in leading and managing large international agricultural research and development projects, a continuous record of significant agricultural innovations, and three Ph.D. Purdue graduates as World Food Prize laureates in the past 10 years. Purdue has also gained experience in converting results from USAID-funded projects into large-scale implementation. One recent example is the hermetic storage of grain with PICS (Purdue Improved Crop Storage) which has enabled extensive and significant reduction in post-harvest losses of crops especially in Africa (5 M farmers reached in 25 countries in sub-Saharan Africa by a network of 15 manufacturers and 1000 vendors; 12 M bags sold; 56,000 villages reached with training; 5000 extension agents trained).

The content of the conference will be extremely valuable to Purdue researchers as they continue to develop technologies and innovations to impact global agriculture. The conference is consistent with Purdue's mission, specifically for world-changing research in the area of plant sciences, which is such a critical aspect to address the world's food needs, especially in developing countries. The conference also is consistent with the international component of the College of Agriculture Strategic Plan, Initiative 3: "Prioritize efforts for global impact by proactively focusing on areas of strength and by working strategically with partners on and off campus". Action items for that initiative include: a) Provide global leadership in focus areas of strength, b) Adopt a proactive and visible strategy for international involvement in discovery and

engagement activities, and c) Work strategically with partners within and outside Purdue to address important global opportunities and challenges. The high level of conference speakers and the diversity of global organizations to be represented will further strength Purdue's reputation and make it logical for Purdue to host, in the future, scale up conferences in other focus areas (e.g., engineering, health).

I. Post Conference

A product associated with the conference is a planned "Scale Up Playbook", an easy-to-use resource guide on scale up of agriculture technologies/innovations, i.e., similar to the "Sustainable Development ICT (Information and Communication Technology) Playbook" (<https://www.crs.org/our-work-overseas/research-publications/sdg-ict-playbook>) done by Catholic Relief Services. The intent is to produce an outline and draft of the Scale Up Playbook prior to the conference, and then use the conference outcome to help inform the content of the final product, along with review by select conference participants. The planned networking session and a wrap up session during the conference (see Sect. D) are intended to help create partnerships among participants. Also, the "Global Community of Practice on Scaling Up Development Outcomes" led by Larry Cooley, one of the Official Conference Advisors (see Sect. J), will be an ideal mechanism for conference participants to remain connected to each other and to have easy access to resources about scale up of agriculture technologies.

J. Conference Organizers

Lead Organizers at Purdue University:

Dr. S. Suzanne Nielsen, Professor, Dept. Food Science; Faculty Fellow, OCGP

Dr. Carolyn Y. Woo, Distinguished President's Fellow for Global Development at Purdue

Univ.; Formerly, President & CEO of Catholic Relief Services

Conference Planning Committee: 9 Purdue faculty, staff, and administrators (mostly Agri.)

University Advisory Committee: 7 faculty and administrators (5 colleges represented)

Official Conference Advisors:

Larry Cooley, President Emeritus of Management Systems International and Curator of Global Community of Practice on Scaling Up Development Outcomes (Washington DC)

Charlene McKoin, International Development Consultant; Formerly, Sr. Program Officer, Agric. Development Team, Bill & Melinda Gates Foundation (Amsterdam, The Netherlands)

K. Linking Proposal to Evaluation Criteria

- Clarity of the purpose(s) for the conference – Sect. A, Sect. B
- Linkage to Purdue’s mission; Showcasing Purdue; Value to Purdue – Sect. H
- Reputation of potential invited speakers/lecturers – Sect. A, Sect. E
- Critical mass of Purdue scholars likely to participate – Sect. G
- Likelihood to attract leading scholars from elsewhere – Sect. G
- Integration of networking opportunities – Sect. D
- Linkage to at least one professional association – Sect. F
- Value to external audiences and the media – Sects. A, E, G speak to high profile and newsworthiness; Sect. I describes product of conference and follow up planned
- Proposed post-event impacts – Sect. I
- Proposed extramural sponsorships –1) External support - Sect. F; 2) Purdue Conf. Scholarship – Requesting \$25,000 to be used for: a) conference speaker support, b) post-conference sessions to highlight Purdue and match attendee interest, and c) helping support Purdue faculty and graduate student participation